

# mpressions. A Journal of Business Making Ideas

*Here you may profit by the experience of others.*

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**I**F you have ever been to New Brunswick you will know that, as a summer resort, it is well worth advertising. Indeed, to those who have been there during the summer months its delightfully healthy climate and its many naturally beautiful scenic points of interest are a sufficient advertisement to induce a "repeat" visit.

I spent one of the most pleasant summer outings of my life in and about St. John, "City of the Loyalists," and if it will prove any recommendation, let me say that during the ten weeks I was there I gained just ten pounds. And I wasn't "sick" when I went there, either.

They can give you any kind of pleasure you want down there. Quiet, rest and good bracing breezes for the tired and worn-out—plenty of interesting and beautiful things for the tourist to see—lots of boating, bathing and "restful" fishing and shooting for recreation and sport-loving humanity—and if more people only knew about the Reversing Falls they have down there, it would prove a strong competitor for international fame with our Niagara Falls. We've sung about "a trip up the Hudson" and the beautiful Rhine, but if you want to discover something better just arrange for a trip up the River St. John.

How New  
Brunswick is  
Advertised.



But this article is not to tell you how fine a part of grand young Canada New Brunswick is, but to tell you how other folks are made to find it out for themselves.

Some of the people down in New Brunswick find it necessary to go away from all this beauty for a time and on these trips a few of the more enterprising spirits came to a realization of the different kind of climate and scenery they had at home—such as must prove a veritable treat to the sweltering inhabitants of Boston and other New England cities.

Like other wise heads they figured that they must advertise in order to make their good thing known and appreciated. Unknown good is no good.

So the New Brunswick Tourist Association was organized a few years ago "to advertise New Brunswick." An indication of the good results that have followed their efforts is found in the following figures, which are receipts from licenses issued to sportsmen to shoot caribou and moose:

In 1896 the receipts were \$102; 1898, \$1,824; 1900, \$6,485; 1902, \$10,855; 1903, \$16,155.

It is quite likely the sportsmen got their money's worth, for good sportsmen have a habit of going only where the sport abounds—and that is surely New Brunswick.

Last year the Association spent about \$3,000 in advertising, all of which was subscribed by the merchants, hotels and transportation companies in St. John and vicinity. This is supplemented, of course, by the advertising of the railways and steamboat lines most likely to be benefitted.

The advertising is directed principally toward the educated and wealthy classes—tourists—of the New England States and Upper Canada.

Some 18,000 beautifully illustrated booklets containing a clear and concise description of the



interesting places throughout the province were distributed during the 1903 season, and even this large number fell far short of supplying the demand.

These were sent out in answer to inquiries by letter secured through the Association's magazine advertising and mailed to persons who had previously registered at the information bureau, and ticket agents, transportation companies, hotels and information bureaus were also supplied. This year 25,000 of these booklets were issued, though the reading matter and illustrations are entirely new.

A "Guide to the City of Loyalists" with maps, information and pictures of St. John and vicinity is also circulated, though less extensively than the larger provincial booklet.

Picture post cards afford another valuable medium, and these attractive little advertisements can scarcely be obtained fast enough to supply the increasing demand. In 1902 some 20,000 were issued, and in 1903 an issue of 50,000 wasn't found large enough. Thirteen different designs are used. These cards are sold through the retail stationers and hotels to visiting tourists and also to residents, and of course are mailed by them to friends in other parts.

The magazine advertising proves very successful in attracting attention to the province, and in securing inquiries for the literature of the Association. The best results have been secured from The Outlook, New England Magazine, Canadian Magazine and such high-class publications.

Illustrated descriptive articles are published during the spring in a number of the better class of periodicals, and although the results of this advertising are somewhat hard to trace, still it must influence some persons, and doubtless the



results are made apparent in other directions. I remember seeing a very interesting article of this nature in an issue of The New York Herald a few years ago, giving a description and pictures of the Reversing Falls.

During the spring of 1903 a set of twenty beautifully colored slides was placed on exhibition in Keith's Theatre in Boston, New York and Philadelphia, each theatre running them for a week. It was endeavored to induce the managers of the Toronto and Montreal theatres to try the same plan, but without success.

Three lecturers are employed to give illustrated lectures throughout New England, and their finely colored slides have proved a great drawing card with the American public. Last year lectures were given during the winter and early spring in the Library Art Club of Boston, and in the various libraries throughout Massachusetts, and about fifty slides were also furnished the Educational Club of New York to be used for illustrated lectures before the schools and colleges of New York State.

The daily temperature is also transmitted daily to New York and Boston and published there through the courtesy of the daily papers. but to the discredit of Canadian newspapers it is stated that they cannot be induced to do New Brunswick the same little favor. It is a little surprising and disappointing to note that Canadians are so loth to advertise their own country, while our American cousins willingly extend such courtesies. When you consider that 80 degrees is thought hot by the people of New Brunswick, and that the temperature during the summer months averages between 70 and 80 degrees you can appreciate the advertising value of thus bringing this "delightfully cool" climate to the attention of people in the "hot country."



Exhibits at the sportsmen's shows in New York and Boston are also used to good advantage.

The literature sent out by the Association is exceptionally good, and is a credit to both printers and engravers—home talent, by the way. Some of our hotels and transportation companies seem to think it necessary to go outside of Canada to get their engravings and printed matter, with which to advertise themselves and Canada, which of course is anything but patriotic and true to our Canadian spirit. But they only have to see the handsome brochures of the New Brunswick Tourist Association to learn what fine "Made-in-Canada" printing can be produced.

In furnishing the interesting information for this article relative to their advertising efforts, the Secretary of the Association says: "We look after the visitors who come and they do more advertising free of charge than we can ever do. One traveller pleased and satisfied is worth more than many of us realize sometimes.

"We never over-estimate the natural attractions, and aim to keep New Brunswick attractively before the travelling public about the time they are planning their holiday trips."

A couple of the illustrations from the booklets referred to are reproduced in this month's IMPRESSIONS. The picture of the Reversing Falls will be especially interesting to many who are, perhaps, ignorant of this strange phenomenon. The strife between the current of the river and the tides of the ocean that has waged for thousands of years at this point is worth going many miles to see.

In the line of summer resorts New Brunswickers have a "good thing" and they realize it. People may want to "Go West" for some things, but for a summer outing or tour they are coming in increasing numbers to New Brunswick.



Out-Door  
Advertising  
at Summer  
Resorts.

*O. S. Perrault,  
Adv. Mgr.  
American  
Tobacco Co.*

This is certainly to the credit of the New Brunswick Tourist Association. May there be more like them.

\* \* \*

OUR experience in railroad and resort advertising has satisfied us that either field signs or posters mounted on tin erected in fields or at summer resorts is a very effective way of bringing goods to the notice of the travelling public, but judgment must be used in the selection of locations.

If erected in the summer, the signs should not be hidden by the trees. If they are erected in the fall, when there are no leaves on the trees, this fact must be kept in mind.

In our opinion a field sign should be placed at quite a distance from the railroad track, so that it can be seen by the people in approaching trains, a great distance before the train reaches the spot. This does not, however, apply to railroad stations. Where a train stops it is better to put a sign as near the train as possible. We have sometimes erected signs in water stretches where we have been able to locate pools of water along the railroad tracks, because on bright days these signs reflect on the water. This mode of advertising attracts particular attention.

Summer resorts should not be neglected, as people who can afford to spend the summer in the country, as a rule, have more money to spend than those who stay in the city.

We erect boat houses, very novel in their design, at summer resorts. These boat houses are made out of large Sweet Caporal Posters. This also makes a very attractive advertisement.

\* \* \*

GOOD printing, like everything else that's worth having, costs more than ordinary stuff, but it's worth all it costs.



A PLACE or thing may be said to be "discovered" when the general public get to know about it. If one or a half dozen men "discover" game, fish and sport a-plenty, together with natural scenic beauties and a good bracing atmosphere, in any particular region, that place is "discovered" to them, and as the "discovery" extends to more and more people, through either praise by word of mouth, or praise by type and picture of advertisement, in the same degree may the place be considered "discovered."

Columbus discovered America more than 400 years ago, and still there are thousands of people every year discovering it, as far as they personally are concerned. And it is through advertising that they discover.

It is through advertising that anything is "discovered."

For the "discovery" of Muskoka, then, the Grand Trunk Railway must have the credit. It has been through the vigorous policy of advertising, and the judicious way in which this policy has been carried out, that each summer during the past seven years has seen the summer tourist traffic increase by leaps and bounds.

The year 1903 was a record one, nearly 25,000 people having been carried into these districts for sport, recreation, rest or health—and they have usually returned with the goods, having found everything "exactly as represented."

The hotel accommodations have been tripled in the past few years, larger and more pretentious hostelries having been erected to cater to the more discriminating classes.

Thousands of dollars are annually expended by the extensive use of the daily and weekly papers of America and many of the standard magazines, particularly the higher class publications.

Advertising  
Muskoka  
and the  
Grand Trunk.

*G. T. Bell,  
Gen. Pass. Agt.  
Grand Trunk Ry*



We appeal to no particular class, aiming to attract the traveller in all walks of life. The summer tourist advertising is principally directed towards the exploitation of the many districts that lie in the confines of the Province of Ontario, including Lakes Simcoe and Couchiching, Muskoka Lakes, Lake of Bays, Magnetawan River, Lake Nipissing and the French River, 30,000 Islands of the Georgian Bay, Lake Huron; also the Thousand Islands and Rapids of St. Lawrence, Montreal, Quebec, and the resorts situated in the Lower St. Lawrence.

Although the newspaper and magazine advertising is no doubt of great value we find that a good source of profitable results is derived through picture advertising. For some years we have annually sent out a travelling picture exhibit, composed of a series of enlargements, neatly framed, made from direct negatives. These have been transported in a special car to the principal cities in the United States and Canada, and there placed on exhibition as a collection, in prominent places, where the public could inspect them.

The newspapers have been freely used in each of these cities as visited, ahead of the days when the exposition opened, with the result that thousands have viewed the collection and received literature pertaining to the districts illustrated. By this means Canada has been advertised in the towns and cities visited as never before.

Inquiries secured through our advertisements are answered through the mails with the literature and information desired, or by personal visits of our representatives.

We issue a series of publications, all printed in the best and most attractive forms of the printer's art, and profusely illustrated. In advertising summer resorts pictures talk best and most enticingly. These are distributed through our



own agents in the different cities, to whom inquiries are most generally made, and through several of the large distributing agencies, or Information Bureaus, on the continent.

We endeavor to take advantage of every method that appeals to us. We do not limit ourselves in any way. Newspapers, magazines and illustrated folders, booklets, etc., however, constitute the chief means of reaching the hearts and minds of the public. We believe thoroughly in the value of advertising, consequently our advertising expenses increase as the results warrant.

\* \* \*

**W**HEN you do the best you know how and mind your own business you'll soon forget your "busybody" competitors and become a "thorn in their sides." If there is anything in this world that is poison to a meddlesome neighbor, it is the man who diligently minds his own affairs.

The best plaster to cover a weak spot in your mind is silence. I've tried it.

The man who has plenty of horse sense never makes an ass of himself.

If the people do not understand your advertisement, re-phrase it. It is not a question of what ought to be understood; it is a question of what is and must be understood.

That advertiser is most interesting who speaks the language of the people he seeks to interest.

Aim at the simple, average man and you may be sure that you'll be understood by women, children and philosophers. Everyone, who is worth talking to, appreciates homely, common sense.

\* \* \*

**T**HE most reliable establishments use the best stationery—which is a point for all business men to consider.

Jed  
Scarboro's  
Philosophy.



Doings of the  
Ad. Club of  
Western  
New York at  
Niagara Falls,  
June 18, 1904

**I**F you want a good excuse or reason for the existence of clubs of advertising men you only have to attend a meeting of the Ad Club of Western New York. Those of "us outsiders" who enjoyed their hospitality at this month's meeting came away enthused with the idea of "getting together" for the mutual good of all who "get."

A large number of prominent national and international advertisers are situated in the western part of the state of New York, and the Ad Club is a means to bring the brains of all these concerns together for a "mix-up," in which all benefit. It is what Professor Scott would call "The Association of Ideas."

One might well conclude that The Natural Food Company was in business to entertain everybody—certainly they have a few folks in their employ who know how to give you a good time. For the visit of the Ad Club they certainly spread themselves.

There were about 120 of us there. Some came in the morning, but the majority came down from Buffalo on a special car reaching Niagara Falls about 2 o'clock, where they were met by the band, and marched up the main streets to the Conservatory of The Natural Food Company, where the rest of the "bunch" were waiting.

Then we had our "pictures took"—the one you see in this month's IMPRESSIONS—and after a distribution of literature and credentials prepared for the occasion, we marched down street again to the cars which were to take us to Fort Niagara, via the famous Gorge Route. The literature referred to consisted of a song book, which was used to good advantage in furnishing trimmings on the car ride and at the banquet held in the evening; a ticket-of-leave to ride on the cars, cabs and carry-alls which took us around to see the sights, and to the band concert and banquet;



a programme of "doings," and a badge which was to save us the answering of questions of the curious as to what it all meant.

On the return trip from Fort Niagara we took nourishment from tastily prepared individual lunches—a sort of a "hand-out"—and on arrival at the Falls again we had a chariot race around Goat Island, which was interesting to all, exciting to some, and a revelation to several who during the trip had their first view of the Falls all round.

Back at the Conservatory again we made our way to the Roof Garden where the band lent music to many interesting and earnest conversations, as we exchanged views and parleyed opinions.

Then came the main event, when we got together in the spacious banquet hall to eat. What a lot that word "eat" sometimes means—what a vacant feeling it often suggests. But on that Saturday night in June we did more than eat food, fixed up in the ways the Natural Food chefs know so well. We fairly "ate" the good gospel furnished by the speakers of the evening.

Of course we all expected to find Shredded Wheat and Triscuit most prominent on the menu, but their absence was the only disappointment of the gathering. They just gave us a taste.

Just as we were busy with the "Poulet sur Blanche, a la Maryland" (guess what it was) the genial President of the Club, Mr. E. F. Olmsted, interrupted us to introduce Mr. Herbert A. Myrick, President of The Phelps Publishing Company, of Springfield, Mass. Mr. Myrick had to catch a train and wanted to fulfil his part in the programme so that he might get away.

He was to talk to us about "Education in Advertising," but he was so full of the "doings" of Mr. Henry D. Perky in connection with the new industrial community at Oread, Baltimore County, Maryland, that most of his limited time was taken



up in telling us about his characteristic hustling. Mr. Myrick referred to Mr. Perky as the greatest of advertisers, a statement which drew forth prolonged applause.

Most advertising men admire hustle, and perhaps that explains why we were so interested in what this speaker told of Mr. Perky's efforts in the line of educating the young American. He said that Mr. Perky had bought 15 acres of land in Baltimore County on May 21st last, and had it all planted with different kinds of seeds by June 1st. "Ask any farmer if that isn't hustling," said Mr. Myrick.

"He called me up one night on the phone," he continued, "to know when we could get out some catalogues for him." "When do you want them," I said. "Should have had them last week," replied Mr. Perky. "Well, I can't give them to you then," I answered. "I want them within ten days, then," said Mr. Perky.

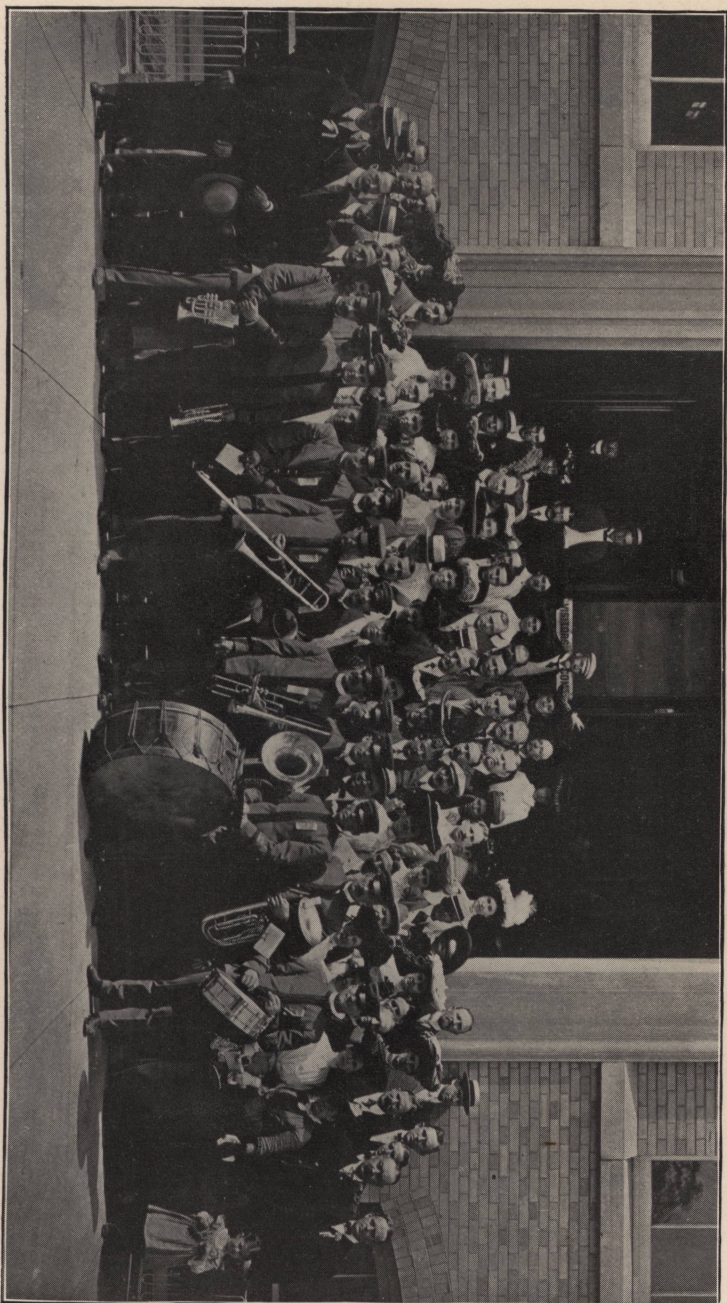
"And all the copy was written, about half the cuts made, and 5,000 of them printed, bound and delivered in Baltimore within five days," Mr. Myrick told us, as he held up a large book of about 150 pages.

Speaking more in keeping with his subject Mr. Myrick said that education was learning and the only way we could learn advertising was by doing it. "We talk of science," he said. "Why the science of anything is in knowing how to do it. If you know all there is to know about a thing you understand the science of it.

"A few years ago we were inclined to smile about the 'psychology of advertising,' but we have learned through our experience that it deserves serious consideration.

"We are getting more and more toward the ideal condition of conducting business according to the golden rule. Business honesty is growing.





THE AD CLUB OF WESTERN NEW YORK AT NIAGARA FALLS, SATURDAY, JUNE 18, 1904



Attention to  
These Offer-  
ings Means  
Money to  
the Reader

The amateur who looks through a telescope at the moon may easily doubt whether the dark patches he sees are elephants or extinct volcanoes; but the man who properly advertises his business or seeks for anything he requires by the use of *The Mail and Empire* need have no doubts that he will be successful. There are better ways of advertising than by the use of the press, and *The Mail and Empire* is the best. It has the largest circulation of any paper published in the Empire, and it is the only paper that reaches the homes of over 40,000 families. This means that whatever you say in our columns is being told to over 120,000 people (if we allow an average of three people to a family). When you think of this and of the fact that *The Mail and Empire* offers you the most powerful and most effective means of advertising, it is not surprising that the paper which keeps the wheels of modern commerce in motion is also the most powerful of its power!

You can't argue politics or religion with a man who has a cinder in his eye, because he is so deeply interested in getting at that cinder. It's the same with the woman who has just lost a servant—until a "Want Ad." in *The Mail and Empire* fills the place, you can't interest her in anything else. We help to supply domestics to the 40,000 families which comprise our readers. domestics seek their situations

Think of the worry saved by eighty cents.

Pat wasn't surprised at the volume of water going over Niagara, for, said he, "What's to stop it?" It's the same with the people who know about the magnificent circulation of The Mail and Empire. They do not wonder that an advertisement in its columns brings results, for, as Pat says, "What's to stop it?" You want a GOOD teacher. We can put you in touch with hundreds of the most successful, and we'll not charge you as much as you'd lose in one day by having a poor one, in the school.

Advertisements under this heading, 1 cent a word, or 4 cents a word for six insertions. Suppose you put in an "ad." of 20 words once, it would only cost... **20**

This same advertisement could be run for six times and ensure a reading by the man you want to reach, for ..... **80**

The man deserves to be burned who can't learn by the experience of others. Seventy-five percent of the landlords will tell you that a "Want Ad." is the best and cheapest way to secure a good tenant. Hundreds of them have learned by trying that *The Mail and Empire* is the best paper to place the "Want Ad." in. You had better learn by the experience of the others. It will save you money.

Advertisements under this heading cost two cents a word and six cents a word for four insertions—a reduction of 25 per cent. Eleven words four times would cost only .. **.66**

It's a cinch if you know how to do it. Take the room that's standing idle in your house and let it sit. It won't cost you any more with an occupant than it does vacant. The rest from the room will buy the gown all right (and a good many other things as well) and thirty cents invested in our "Ward Ad." columns ought to bring the roomer—and a choice one, too, in a very short time.

Advertisements under the heading of "Rooms to Let" cost one cent a word for each insertion or three cents a word for four times. An advertisement of ten words inserted 30

expense, if you want the results. Don't

Miracles are commonplace compared with the results of a good advertising campaign. The "Spring season" is nearly over, and many stores are still lumbered with the remnants of the Spring stock. Upon the sale of these depends a large percentage of your year's profits. July will be almost too late to realize on them, and next year they will be out of date. A good brisk series of "ads." will clear them out. The Use The Mail and Empire, will be small, indeed, compared with

and Emper's rates when  
 other tapes and more  
 which 75 reabs are very  
 500 gade 200s (equal to  
 inches) of space will cost  
 used within 12 **\$110**

2,000 lines ..... **\$200**  
 4,000 lines ..... **\$375**  
 10,000 lines (about 75 inches  
 space) ..... **\$600**

Nicely balanced are the forces that go for action and progress in this world. According to economic law, Supply and Demand, the great controllers. Price, are always struggling towards an equilibrium. That is why we believe we have amongst our readers buyers for anything you have to sell—provided you are anxious enough to sell. It certainly will not cost you very much to tell them what you have.

The Mail and Empire will publish a single advertisement at 13 cents an eagle line, but a great reduction in price can be had by making a contract to use a larger space within twelve months. In this way you could use 5,000 lines (eagles) (or about 351 inches of space) for **\$375**

An empty chair at the boarding-house table costs you twice the purchase price each week. Pretty high taxes to pay on a chair—although needless, too. We can make that chair so profitable that you'll be scurrying off to the furniture dealer's to get another lot like it. We have hundreds of readers who are looking for a good boarding place, and you can reach them with a "Wholesale Ad." which will only cost you a few cents. Try

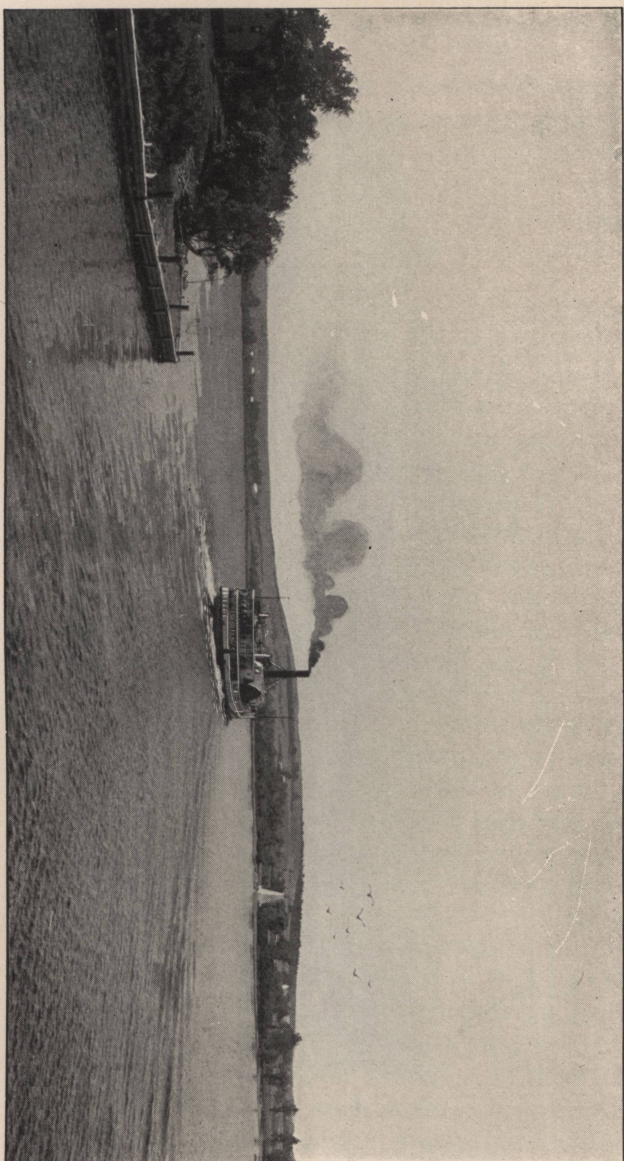
Advertisements under the head of "Board" cost a cent a word for one insertion and three cents a word for four insertions, so that an advertisement of 15 words, run four times, would cost, say, 48 cents.

Under ordinary circumstances the man is a genius, a break or a faker who can sell a piece of real estate of which he knows nothing to a man who has never seen. But it is not ordinary circumstances when you tell about your property in our "Want Ad." columns, and we practically sell it for you. Remember, we talk to 40,000 families every day. That's the difference. Some of the members are just as anxious to get your real estate as you are to sell it. Try this plan once and you will never use another.

Advertisements under the heading of "Properties for Sale" cost two cents a word for one insertion or six cents a word if inserted four times. Think of the ridiculously small expense in making a sale, supposing you used 20 words four times, only **1.20**

Everybody is  
Pleased With the  
Results from  
Our "Want Ads."

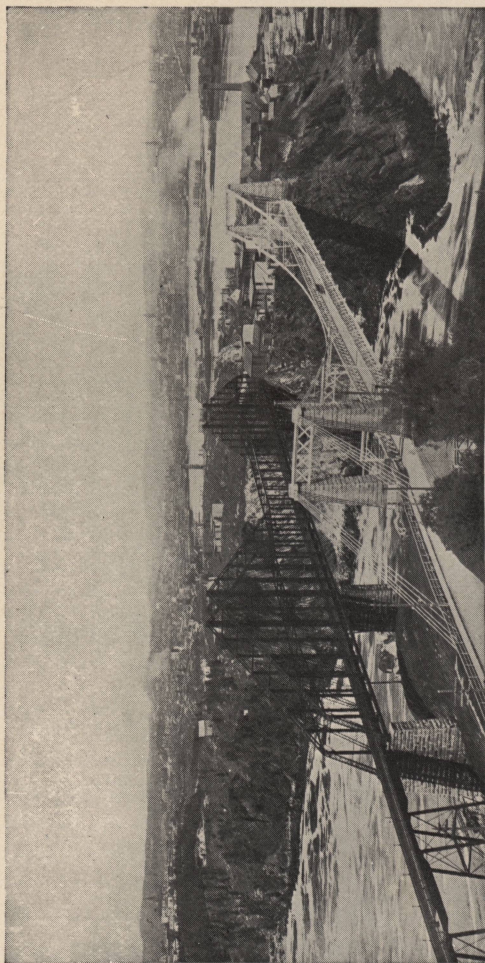




STEAMER LEAVING GAGETOWN, ST. JOHN RIVER

[From the booklet of the N. B. Tourist Ass'n





REVERSING FALLS, ST. JOHN, N. B.  
(From the booklet of the N. B. Tourist Association)

This picture shows the Falls as they are seen at low tide. When the tide reaches its highest the salt water of the ocean flows "up stream" for quite a distance—thus the "Reversing Falls." Here we have the peculiar condition of a river flowing both ways.

For about half an hour twice each day the water finds a level, and vessels are able to pass up and down the river.



Men are learning to do things more for the satisfaction of accomplishing, than for mere money considerations."

Mr. Myrick referred also to the practice which is growing among publishers of guaranteeing the integrity of their advertisers. One publication with 100,000 circulation might easily be worth much more to many advertisers than another with 500,000 circulation of a less desirable class of readers.

Later during the evening we heard an address by Mr. A. M. Briggs, Manager of the New York Branch of the Gunning System. Mr. Briggs gave us a very interesting talk on outdoor advertising, arguing the necessity of an out-door campaign as supplementary to a general advertising campaign. He emphasized the fact that the service rendered to-day by those firms in charge of outdoor advertising was a guaranteed one, and not the slipshod, chance-may-offer business of a few years ago. Exact lists of locations were furnished, with explicit estimates of the cost of different forms of service, and the service guaranteed.

The introduction of Mr. Joe Mitchell Chapple brought forth enthusiastic and sustained applause. Mr. Olmsted introduced him with the remark, "Do you know Joe Chapple and his National Magazine," familiar to all of us as a heading of one of Chapple's advertisements. Those of us who didn't know him were mighty glad to make his acquaintance, and it's dollars to doughnuts that he went away that night with more friends than he came with. If you don't know Joe Chapple take advantage of the first opportunity to get acquainted. Don't wait for someone to introduce you—Joe doesn't. Just walk right up and tell him who you are and you'll get a good hand-shake whoever you may be.

Mr. Chapple was to talk to us on "Personality



in Advertising," but like Mr. Myrick he was so wrapped up in his life work that he couldn't help telling about it. And we were just as glad, for it helped us to "know Joe Chapple and his National Magazine."

Starting with almost nothing, by earnest and conscientious effort and indefatigable labor, he has built up a magazine that is rapidly forging its way to the very front rank of periodicals. It is related of Joe Chapple that when he first conceived the idea of starting a magazine, he went to the late Marcus Hanna for pecuniary assistance. The substance of Senator Hanna's reply to him was, "Get out, young man, and show me what you can do. Show me that you have got the right stuff in you. When you have done this, come to me and I'll help you." Chapple did go out and he showed the whole world that he had the right stuff in him, and he got his magazine on its legs and finally on a paying basis.

It was after this that he one day met Senator Hanna on the streets of Washington. The famous Ohioan stopped him and congratulated him upon his success. "You can draw on me now for any amount," he said to Chapple, but the young magazine builder only shook his head and said: "I have got along this far without your assistance, Senator; I guess I'll be able to worry along from now on without any assistance." Chapple never has ceased to regard the day that Mark Hanna turned him down as one of the luckiest of his existence. Hanna exercised a benign influence over the young publisher, but the latter would never accept any financial assistance, though he held him in deepest veneration and regarded his death as the keenest of personal losses.

He told how a violin had been purchased and a musical career mapped out for him, how he became less and less interested in music and how



at last the violin was surreptitiously disposed of, the funds so received going into a little hand press, which was secretly removed to the garret, and how he there printed a newspaper chronicling family events. In fear and trembling he took the sheet to his mother and told her of his ambition to become a publisher. Instead of the reproof which he expected she gathered him in her arms and right there and then, he said, a publisher was made. He said that the making and keeping of friends had been the chief stepping-stone of his success.

In connection with the subject of his address he cited Woodbury's Facial Soap advertising, Ostrander's, Swaboda's, and Douglas' Shoes, as examples of the singular success of exploiting the advertiser's personality through his advertisements. Somehow or other it brought one closer to his readers. He excused the publication of his own picture, and his personal style of appeal, because he believed it was good business.

He also reminded us that it is just as easy to cultivate the friendship of influential men as that of the lesser lights, and paid a high tribute to his mother, who, he said, was responsible for anything that was good in him. He thought it was the same with all of us.

The last speaker of the evening was Corporal James Tanner, formerly United States Commissioner of Pensions, a man of much prominence in G. A. R. circles and one who is beloved by all who know him. As no particular subject had been assigned to him, his remarks were somewhat general in nature; but we are not likely to forget them just the same. He spoke to us about "Getting Ahead," and thought we were doing a lot towards it in meeting together and co-operating. Like Mr. Chapple, he paid the women folks all sorts of compliments, and advised all "young"



men to get married, if they wanted to amount to anything.

It was midnight when the banquet came to an end, and we left with memories of one of the most delightful and satisfying days of our experience.

It is planned to hold next month's meeting at Chatauqua, like this one, to be strictly informal.

The Ad. Club numbers among its members some of the most prominent advertising men in the United States. The officers for 1904 are: President, E. F. Olmsted, of The Natural Food Co., Niagara Falls; Vice-President, Luther B. Elliott, Bausch & Lomb Optical Co., Rochester; Secretary-Treasurer, Finley H. Greene, Mathews-Northrup Works, Buffalo; Executive Committee, DeForest Porter, Wm. Hengerer Co., Buffalo; F. A. Parthenheimer, Franklin Mills, Lockport; J. E. Morey, Times, Rochester. Membership Committee, E. T. Welch, Welch Grape Juice, Westfield; Willard Everett, Force Food Co., Buffalo; T. B. Dunn, Sen Sen Co., Rochester; O. E. Glidden, Genesee Pure Food Co., LeRoy, and Dr. V. Mott Pierce, World's Dispensary Association, Buffalo.

\* \* \*

**T**AKING it for granted that you want a distinctive heading for your stationery, you will find it advantageous to have a special design engraved. The artistic work which a first-class engraver can do for you will prove as distinctive and attractive as lithography, and will cost a great deal less.

\* \* \*

**Q**UALITY of material and tastefulness of design are the features which make attractive stationery.



THE trouble with most all direct advertising or follow up series work is that it is not planned with a view to the cumulative effect of the series.

It is simply sent out whenever the spirit moves the advertiser. The usual method of procedure is something like this—first a piece of literature—say a catalogue, is sent out to a list of people with whom the firm wants to do business.

After a while another piece goes out to the same list—a circular, let us say, but it doesn't own relationship of any degree to the catalogue. It doesn't even mention it. Probably there is nothing whatever about it to suggest to the man who receives it that it came from the same firm as the catalogue.

By and by comes a booklet. This veers off on a new tack. Nothing whatever about it to carry the prospective purchaser on from the point where the circular left off.

The booklet begins all over again the endeavor to prod the reader's interest to a state of activity where he will take his pen in hand and write an order for some of the advertiser's goods.

But he probably won't.

The trouble with such a series is—every piece is pulling in a different direction—there is no logical sequence—no attempt to lead the reader on from one argument to another—the cumulative effect of which would be a possible order.

Follow up matter should be progressive in character, no matter whether you are sending it to a well selected list of names or to people who answer your advertisements.

One piece has a certain, definite result, but the second piece has more than twice the effect. The third has more than three times as much.

You draw the prospective customer on from one argument to another, exactly as a salesman would if he had the man right in front of him and was doing his best to sell goods.

In the case of a manufacturer, the profits from such a series are large. Even one customer placed on the books, as a result of the series—one good, steady customer—will make that mail series a profitable investment, but no carefully planned series can result in so little being accomplished as that.

Of course the man who sends out a follow up series and expects that he will be obliged to increase his plant before the third piece goes out is going to get left—and badly left too. Advertising don't work that way, but the advertiser with a really desirable product who uses the mail series in a practical, common sense manner, who keeps it up as regularly as the swing of the pendulum, will find that it is a splendid investment.

It not only secures new business but it strengthens the ties between himself and his old customers and that means continued business relations and lots of orders.



Make your mail series advertising convincing and common sense—and you need not fear as to the results. They are bound to be satisfactory and profitable.

The question is—are you going to be content to have the results you receive from sending out your catalogue remain as they are—a more or less unknown quantity—or—would you prefer to increase the pulling power of that catalogue many times?

Let us ask another question.

If you send out a catalogue don't it stand to reason that you will receive more benefit from it if it is the first piece of a carefully planned follow up series of progressive literature than if you simply send it out by itself and do not attempt any systematic campaign planned to make the catalogue sell goods?

How often do you send out a catalogue? Probably once a year. Like many others you undoubtedly spend a lot of money on attractive illustrations, a handsome cover and high grade printing.

Sending out your catalogue is like sowing seed—some of it falls among thorns—others in fertile ground.

Some of your catalogues will undoubtedly fall into the hands of people who are not customers—you send the catalogue to them in an endeavor to make them customers. This party is well satisfied with his present connections—the simple fact that he receives your catalogue isn't going to tear him from his moorings and carry his orders your way.

You must convince him that it is to his advantage to send his orders to you.

A single piece of literature seldom does this—the catalogue may have had attention when it was received, but it is filed away and lost sight of in a majority of cases.

You know this is a fact from the treatment that catalogues receive at your own hands.

How many times do you buy at first sight from the catalogue of a new firm without further provocation?

Have you names on your books or in your files of firms or individuals who have been customers of yours in the past, but who for some reason or other have dropped out of sight? Have you other names of people who buy a little but not as often as you would like?

A “dead” account is never very attractive to a salesman—and the man whose orders are small receives scant attention as a rule from the boys on the road.

But you ought to have the business that is to be represented by these names. What do you do to get it?

Did you stop to realize that every one of these “dead” accounts represents a definite investment—it represents unem-  
ployed capital—why not make it work to your profit?



Such names form the basis of a most effective mail series—they are advertising material of the finest quality—they represent prospects upon which the first impression has already been made—and, properly worked with the right kind of advertising, such a list can be made to yield a splendid profit.

We quote the following from Modern Methods :

“Do ‘Mailing Cards’ pay? Now here is a pertinent instance: A house which has made Babbitt metal, hitherto always sold by travelling men, was induced to try a mail series. To make the test thorough, a state in which they had no trade whatever was selected. To a list of prospective customers they sent a series of printed matter, one piece a week for thirteen weeks. Then they sent a bright young man to travel this territory. Order after order was sent in and finally a request for a year’s contract at an advanced salary. He got it. When he arrived at the home office he was the hero of the hour. He sat beside the old man’s desk and explained how he did it. When the man who put up the money for the mail series ventured to suggest that that might have had something to do with the results, the drummer airily turned the suggestion down. He had sold the goods. The mail series had not been heard from.

“The company, realizing that they had a treasure, gave him a virgin territory in another state. Never a drummer and never a single piece of printed matter had gone to that state. The young drummer started out with flying colors—and fell down at the first stop. After trying six or seven towns, without even getting an audience with his prospective customers, to say nothing of an order, he was called home.”



**A**N Anglo-Canadian Museum has been established at the corner of King, Harbor and Port Royal Streets, Kingston, Jamaica, B. W. I. It is under the able management of Mr. G. Eustace Burke, commercial agent for Canada and should receive the hearty co-operation of every manufacturer in Canada. The following are the conditions governing the exhibits:

1.—The first series of the Canadian Section will be opened on 1st September, 1904.

2.—There is no time limit for the acceptance of exhibits, but it necessarily must be a case of “First come first served,” space being limited.

Early application in advance for expected requirements is advisable.

3.—Exhibits may be renewed or increased from time to time.

4.—Manufacturers prevented from doing business with the general public may take advantage of the possibilities of the



Museum for popularly advertising and increasing the demand for their goods.

5.—The charges for space will be at the rate of \$2.00 per square foot with a minimum charge of \$20.00 per annum. Special arrangements can however be made for appreciable exhibits of furniture, pianos and organs, carriages, agricultural implements, carts and wagons, lumber goods, leather goods, paper goods, cordage and heavy hardware.

6.—Wall space \$1 per square foot, payable half-yearly in advance; with privilege of commercial literature in reading room and library.

7.—Customs business, arranging, fixing, and also the cost of fixtures, screens, counters, etc. Insurance against fire, dusting and keeping clean, answering enquiries, and the giving away of price lists and literature are included in the above charges.

8.—Samples and exhibits will be conveyed free of freight charges on application to Messrs. Pickford & Black Steamship Agents, Halifax. All packages to be addressed "Anglo-Canadian Commercial Museum," Kingston, Jamaica,—together with name and address of Exhibitor.

9.—Sales of sample shipments of food products, and the booking of orders for all goods shown, or catalogued, undertaken on a commission basis.

Further particulars regarding any special arrangements desirable will be promptly replied to, on application to The Manager "Anglo-Canadian Commercial Museum," P. O. Box 28, Waterloo Buildings, Kingston, Jamaica.

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Toronto  
Notes.

W. Arthur  
Lydiatt

THE Dominion Organ and Piano Company, of Bowmanville, are using small space to good advantage in the Toronto Globe.

Two new "catch-phrases" or expressions are introduced which are not at all bad.

The illustration of one advertisement is a note of music in strong black and white effect, in which is a piano with the wording "The Dominion, the Piano of Note."

Further down in the reading matter we are asked to "Get familiar with Dominion Pianos." These "sayings" appear in each advertisement and are both appropriate and to the point.

The Gourlay, Winter & Leeming Company are advertising to give away pianos—small steel affairs to be used for a savings bank.

It is disappointing to learn, however, that one has to buy a real big piano to get the little fellow.



The Canadian Branch of the Malta Vita Pure Food Co. has been distributing a small "Catalogue of presents given with Malta Vita and Vim."

It is not likely they will be able to re-awaken a demand for either Malta Vita or Vim through these booklets.

Numerous different articles are listed and illustrated, including books, watches, clocks, silverware, furniture and cutlery.

It is required to send in so many box ends and so much cash for each of the "presents," and in order to avoid being too generous, and, we presume, to enable the company to put the value in the packages—it is so arranged that the cash sent in about covers the cost of the "present (?)"

Take for example the razor shown in the booklet, it is made of high-grade steel, a first-class article and is sent upon receipt of \$1.00 cash and 25 Malta Vita ends or 25c. cash and 100 Malta Vita ends.

Concerning this someone remarked: "Why I can buy those razors wholesale for 55c. a piece," which may or may not be right. But this much I know—one can get a pretty good razor for a \$1.00 note and without the 25 Malta Vita ends.

To get the Malta Vita razor it is necessary to spend \$4.75 or \$15.25, though for the latter figure you get more "feed."

Premiums or "presents" that are sold, somehow or other never become very popular, but perhaps the Malta Vita effort will prove an exception to the rule.

The Malta Vita Company used to use the newspapers for advertising purposes, but this year their advertisements have not yet appeared in the newspapers. Grocers tell me there's little or no demand for it, and perhaps this is the reason.

This is the Globe's sixtieth anniversary year and the issue of Saturday, July 2nd, took the form of a special anniversary number, comprising, in addition to the regular 32 pages, 40 pages on calendered paper—all profusely illustrated.

This 40 page supplement contains reviews by prominent Canadians of the social and industrial progress of Canada during the sixty years since the Globe first appeared.

The feature article is by no less a personage than Lord Strathcona, and deals with "Trade and Commerce."

The edition is handsomely illustrated and is in many respects the most interesting and valuable paper ever issued in Canada—with the exception of IMPRESSIONS, of course. Of "Write-ups" of the chief manufacturing and commercial industries there were plenty.

Some 80,000 copies were issued.

The Globe has just installed a new Hoe quad. press, which they state to be the most up-to-date and costly ever erected in



Ontario. Now that this press is installed the Globe's printing capacity is 96,000 eight-page papers an hour, much the largest in Ontario.

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Among the illustrations this month is the best evidence that could be offered of the rapid progress Canadian engravers are making in the production of mechanical half-tones. It is not so long ago that our machinery manufacturers found it necessary to go to the States, when the best quality of illustrations were required.

This engraving, which, by the way, is made by Grip Limited, compares favorably with anything produced on "the other side."

The soft, grey tone of this engraving, with every mechanical detail so clearly shown, is very effective. Some like a strong black and white effect, or a still lighter tone, but one could hardly desire anything finer than this soft grey all the way through.

The illustration is from a catalogue of The Gasoline Engine Company, Toronto Junction.

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Next month's IMPRESSIONS will contain some interesting matter concerning the advertising value of exhibitions. The subject is both a timely and important one to Canadian advertisers.

If you have any opinions, favor us with them and tell us how you think they can be made most valuable—what supplementary effort you think is required.

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One of the handsomest productions in the way of railroad literature that we have ever seen comes from the Grand Trunk, issued by them to advertise the World's Fair, and their trains as a means to get there.

The cover shows the two statues "Spirit of the Pacific" and "Spirit of the Atlantic" in a beautiful embossed effect, with coloring of green, white and gold.

That the folder is the work of the Mathews-Northrup Works, Buffalo, is the strongest guarantee of excellence. Still it is somewhat disappointing to note that the Grand Trunk should think it necessary to go outside of Canada to get their fine printing done. Some of our own print shops turn out some pretty fine work nowadays.

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Mr. J. J. Gibbons, head of the advertising firm of J. J. Gibbons, Toronto and Montreal, sails on the Oceanic from New York on June 1st for England. Mr. Gibbons goes to the old country for the purpose of studying British and European advertising methods.



The old familiar Gold Dust Twins have again appeared on the bill boards, this time to sing the old familiar song or hymn "Home Sweet Home." At least we are told that "Gold Dust makes Home 'Sweet' Home."

This must be a new coon song. Gold Dust certainly makes money.

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The Toronto office of A. McKim & Co. is now handling the advertising of The Globe-Wernicke Co., of Stratford, and The Metallic Roofing Co., of Toronto.

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The Evening Telegram, Toronto, publishes its monthly circulation statement for April in substantial booklet form, showing a number of pictures of the Toronto fire.

The reading matter and pictures are very cleverly handled, keeping the Telegram well to the foreground. The pictures are taken from the Telegram building, and also of the Telegram building, illustrating its narrow escape.

The descriptive reading tells of the Telegram's fight for life; and a few fire facts, and the circulation declaration for April, showing a daily average of 32,350, complete the book.

It is interesting to note that in April the number of letters received in answer to "Box" advertisements was 22,692, while the number of classified advertisements published was 34,222.

The issue the day after the fire was unusually large—41,960 copies being sold. Perhaps this is because there were some 5,000 people looking for work, and of course they look to the Telegram to "put them next."

The fire helped to boom the circulation showings for April of all the papers, and incidentally the advertising. But it shouldn't require such a disastrous occurrence to bring the morning papers' local advertising patronage up to reasonable proportions.

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The circulation of the Halifax Herald has increased recently at the rate of 250 copies a month. The last circulation statement issued shows an increase of nearly 6,000 copies over a year ago.

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In the advertisement of the Mail and Empire reproduced on another page we have a brand new scheme for advertising the Want Columns of a daily newspaper—or is it new?

This advertisement appeared in a full three columns in all the Toronto papers on June 14th.

I have heard it variously characterized as "a good idea," "a dandy scheme," "a freak," "crazy," and "well, it's unusual, anyway."

It will be interesting to note what result it will have on the



Mail's Want page—that will be the only way to determine its value.

For that matter, the only way to determine the value of the Mail's Want Columns is to use them, and perhaps this advertisement will induce a few people to try.

But it will take a lot of want advertisements to pay for the insertion of this "Department Store" advertisement.

Speaking of the Mail prompts me to suggest that they need a few good ad-compositors and a better "make-ready" artist. I've turned in a good deal of copy to the Toronto Mail, and for some reason or other it is generally set up in a countrified style.

Half the satisfaction in advertising is in having one's advertisements "look nice." Sometimes it even happens that that is all the satisfaction one gets out of it.



**T**HE two articles concerning the advertising of New Brunswick and Muskoka, presented in this month's IMPRESSIONS, give a pretty fair idea of what methods are adopted to advertise a summer resort.

Similar associations to the one referred to in New Brunswick are in existence in various parts of the country from Halifax to Vancouver. The largest proportion of the advertising expenditure goes into the production of fine illustrated booklets, setting forth at considerable length the glories and stories of the locality exploited.

The Intercolonial Railway issues a number of handsome booklets to advertise the resorts situated along their railway, and also uses the newspapers and magazines in a little "different" way.

The Toronto Star issues a large 40 page Summer Resort Directory of Canada, giving an interesting and information-giving illustrated account of all the summer resorts of Canada. A general list of hotels and boarding-houses in each of the many towns and cities bidding for tourist trade, is given, together with the name of proprietor, the rates, miles from train or boat, miles to nearest water, number of guests for whom accommodation is afforded, and distance from Toronto, with railroad fare. Doubtless this is about as good advertising as any of the resorts could secure.



**I**F your ads only come often enough and talk with sufficient enthusiasm both in type and illustrations, your man is going to get the idea that your concern is the "brightest and best" in your particular line.



Hot air seldom makes warm friends.